

Ashes To Ashes: Arizona's African American Anti-Tobacco Campaign

Rev. Arnold Jackson

Tanner Community

Development Corporation (TCDC)

Funded By Arizona Department of Health Services



African Americans

IN ARIZONA



Arizona's Population in 2003

- ♦ 5,629,870 Total Arizona residents
- ♦ 3,608,747 (64.1%) White non-Hispanic
- ◆ 1,424,357 (25.3%) Hispanic or Latino
- ◆ 292,753 (5.2%) American Indian
- **◆ 185,786 (3.3%)** African American
- ◆ 118,277 (2.1%) Asian Pacific Islander

Source: Differences In The Health Status Among Ethnic Groups Arizona, 2003 (ADHS Bureau of Public Health Statistics).



In Arizona...

- African American population = 3.3% or 185,786 people
- Majority of African Americans live in Phoenix Metro Area or Tucson
- Over 70% of African Americans live in Maricopa County
- ◆ Between 1990 to 2003, the African American population in Arizona increased 68.1%

Source: Department of Economic Security. "Differences In The Health Status Among Ethnic Groups," Arizona, 2003 (ADHS Vital Statistics).



Chronic Health Issues Impacting Arizona's African Americans



Average Age At Death in Arizona

- African American women live longer than African American men. The average mortality age for women is 65.3 years old.
 On the other hand, men live until approximately 60.0 years old.
- ◆ African Americans had the worse or next to the worse health status among all ethnic groups in 53 of 70 measures.

Source: "Differences In The Health Status Among Ethnic Groups," Arizona, 2003 (ADHS Vital Statistics).



Arizona's African Americans Ranked #1 In Mortality:

- Infant Mortality
- Infant Mortality from SIDS
- Low Birth weight
- CardiovascularDisease
- Diseases of the Heart
- CerebrovascularDisease

- Lung Cancer
- ♦ Breast Cancer
- Colorectal Cancer
- Prostate Cancer
- ♦ HIV Disease
- ♦ Alzheimer's Disease
- Hypertension

Source: "Differences In The Health Status Among Ethnic Groups," Arizona, 2003 (ADHS Vital Statistics).



Health Status continued:

- African American
 Women are the 2nd
 highest rated group for
 Stroke. Asian men are
 ranked #1.
- African Americans are
 5x as likely to die
 from HIV/AIDS than
 White Non-Hispanics
- African Americans are nearly twice as likely than White Non-Hispanics to die from Breast Cancer.
- African American infants are 2-3x more likely to die from SIDS or low birth weight.

Source: "Differences In The Health Status Among Ethnic Groups," Arizona, 2003 (ADHS Vital Statistics).



Arizona's African American <u>Tobacco Users</u>

◆ Comprised of 3.3% of the Arizona population 39,015 African Americans are estimated to be tobacco users.

Arizona's African Americans have a 21% smoking prevalence rate.

Source: 2002 Adult Tobacco Survey, ADHS/Tobacco Education Prevention Program



Ninety percent of African Americans prefer mentholated cigarettes, such as Newport, Kool, Salem and Marlboro Mild, which may increase health risk.

African Americans prefer menthol cigarettes three to four, which some researchers believe may contribute to our increased morbidity rate.

Source: ACS. "Lung Cancer Takes High Toll on African Americans." 2001.



The tobacco industry has a strong grip on African Americans that can be traced from the days when slaves worked in tobacco fields to today, where Big Tobacco employs more African Americans than any other race. African Americans are currently the second-largest group of smokers in the nation.

Source: "Pathways To Freedom"



Understanding The Tobacco Industry's Exploitive Marketing Approaches





Tobacco Industry's View Of African Americans?

- A group with particular <u>vulnerabilities</u> related to history, social and economic.
- Exploit vulnerabilities by portraying addiction to cigarettes as a <u>civil right</u> and a free choice.
- Provide money and social recognition, the industry suggests a <u>picture of</u> <u>inclusion and friendship</u>.

- ◆ Ignore the devastating impact tobacco products have on the very people it claims to support.
- Exploit African
 Americans by providing
 resources that negatively
 influence health &
 wellness.

Source: African American Leadership Groups: Smoking With The Enemy.



Impact of tobacco influence was disproportionate wide-spread destruction within the African American community:

- ◆ Increased Tobacco-related diseases
- Unnecessary pain & suffering
- Early Death
- Breakdown in black communities
- Increased exposure to Secondhand Smoke
- Increased denial of negative consequences
- Financial dependence to Tobacco Industry
- Historical connection to African Americans, slavery and tobacco (planted it, harvested it, used it, became addicted to it)

Source: African American Leadership Groups: Smoking With The Enemy.



Do The Math: The Cost of Tobacco

- ◆ The tobacco industry spends approximately \$25 million per year marketing in the African American community.
- ◆ 45,000 African Americans die annually from preventable tobacco related diseases.
- ♦ Breakdown cost \$555 per person.

Source: African American Leadership Groups: "Smoking With The Enemy".



Media & Public Relations Marketing Approaches

Southwest Dimensions, Inc.



PR & Marketing Strategies

- Social Marketing Approach
- Community Needs Assessment
- Establish Brand and Messages
- Promote Health & Wellness
- Sponsor & Promote Events
- Distribute Collateral Materials
- Coordinate Services with ADHS, TEPP, Local Projects, ASH, Statewide Projects, etc.
- Coordinate Services with other State Agencies
- Ad Placement in Arizona Informant
- ♦ Radio Campaign: KISS-FM (104.7)
- ♦ Evaluate Effectiveness



Southwest Dimensions, Inc Focus Group Results



SWD Assessment:

- Conducted four Focus Groups Conducted (4 sites)
- ♦ All held in 11/03
- ♦ 85 African Americans were pre-screened on the basis of gender, age, education, geographical location, health status and availability
- ◆ 65 people were invited to actually participate in the Focus Groups
- Each person completed a 2-page Individual Survey

- Geographical locations included: Phoenix, Tempe, Gilbert, Chandler, Mesa, Surprise, Glendale and Laveen
- Participants ranged in ages12 to 68
- ♦ 52 were female
- ♦ 33 were males
- ♦ 15 were under age 18
- ♦ 53 of participants had at least one year of college
- All participants were concerned about Health
 & Wellness



Findings:

- ◆ For the majority of participants, the power of the relationship and word of mouth communication approach, add credibility on if someone believes the information or not.
- ◆ 58 of the 85 reported they collect health-related information mostly from communicating with friends, family, church members, co-workers or their primary care physician.



Common Themes & Recommendations:

- Majority of participants voiced they distrusted information coming from the "State Government."
- ♦ Historical "harms" continue to linger in Arizona and negatively impact non-African American agencies from successfully reaching this community (i.e.: MLK).
- Credibility is earned (developed over time, built one relationship at a time, based upon history and motive).



- ◆ Educational resources are limited that reflect an African American perspective.
 These need to be created and distributed.
- ◆ Participants want services within the African American community (nonprofit organizations, Churches, etc.).
- Communities need to be educated on marketing tactics being used by the tobacco industry.
- ◆ Communities need to be mobilized to advocate changes.



Ashes To Ashes

Grassroot Community Mobilization Creative Marketing Designs Collateral Materials

Southwest Dimensions, Inc.







Tobacco is an old flame you can live without.

A True Friend To Call:



Arizona Smokers' Helpline (ASH) 800-556-6222

www.tepp.org

Ashes to Ashes

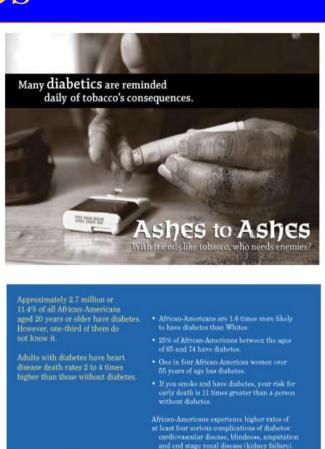
Tobacco is a Lethal Legacy



Tobacco & Diabetes

If you smoke and have diabetes, your risk for early death is 11x greater than a person without diabetes.

Source: American Diabetes Association



Arizona Smokers' Helpline (ASH) 800-556-6222



Asthma & Tobacco



Asthma is the 6th ranking chronic condition in the U.S., and the leading serious chronic illness of children in the U.S. It is a respiratory disease involving the bronchial tubes, which carry air from the windpipe to tiny air sacs in the lungs.

Asthma has a significant impact on African-Americans. Not only do African-Americans have a higher asthma prevalence rate than Caucasians, but they are also more likely to be hospitalized or die due to asthma.

- . African-Americans are three times more likely than Caucasians to die from asthma.
- Although African-Americans represent only 12% of the U.S. population, they account for more than 24% of all asthma-related deaths.
- . In 1999, African-American women had the highest death rate due to asthma.
- African-American women have an asthma mortality rate that is 2.5 times higher than the rate of Caucasian women.



{ Arizona Smokers' Helpline (ASH) 800-556-6222 { www.tepp.org African Americans are 3x more likely than Whites to die from Asthma.

Source: American Lung Association



Secondhand Smoke

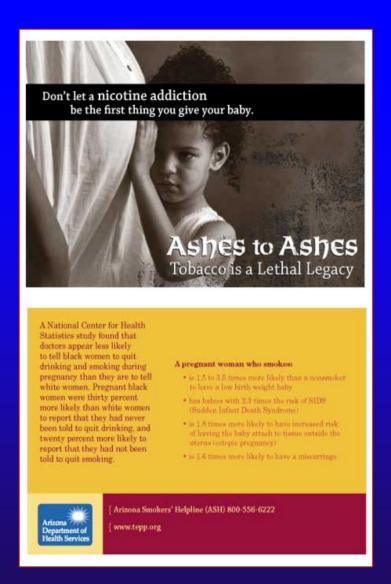
Greatest risk of secondhand smoke exposure:

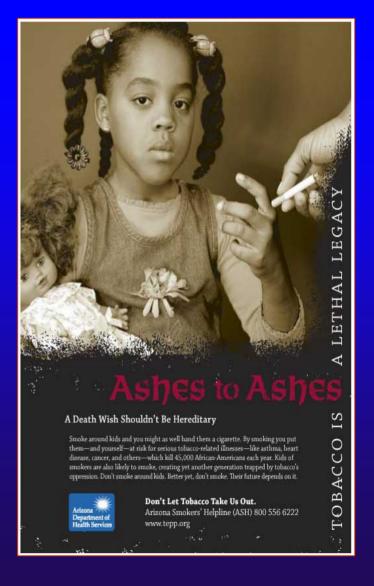
- African American Pre-school aged children
- ♦ African American Children 5 to 11 years old
- Non-smoking spouses/partners
- Workers in high exposure workplaces
- ◆ Approximately 72% of African Americans are exposed to secondhand smoke, compared to 50% of Whites.

Source: National Network on Tobacco Prevention And Poverty, Fall 2004.



Secondhand Smoke & African Americans









Coordinating, implementing and executing Ashes To Ashes



Tanner Community Development Corporation

- ♦ Recognized as 501 (c) (3)
- Nonprofit Faith-based Outreach Organization
- Meets needs of Arizona residents irrespective of ethnicity, belief or income
- Operational link for Tanner Chapel AME to deliver Outreach Initiatives to the community
- ◆ Global Mission: "The Church connecting with the community to improve lives spiritually, economically, educationally and through through health and housing.

Coordinate, implement and execute
Ashes To Ashes infrastructure

Ashes To Ashes



The primary objective of the Ashes to Ashes Campaign is to reach the African-American community in Arizona, educate them on tobaccorelated diseases and their disparate impact on this community, and to encourage the cessation of tobacco use.



Ashes To Ashes Strategy:

- 1. Encourage Involvement. The African-American community to be co-creators of the campaign so the message would be from the community and to the community.
- 2. Evoke emotion. Traditionally, African-Americans have needed strong emotions and a revolutionary movement to promote change in the culture and community.
- 3. Personify Tobacco. Tobacco must be understood as someone who is not their friend and who hopes to incur sickness, disability, low quality of life, and ultimately genocide.



Two Key Approaches:

- Promoting Awareness:
 - -Developed Community Partnerships
 - -Developed Educational Materials
 - -Conducted Outreach Activities
 - (Health Fairs, etc.)
 - -Bulletin Inserts

- Promoting Quitting:
 - -Promoting
 - "Smokeless Sundays"
 - -Certified Staff
 - -Cessation Services
 - -Community Outreach Activities (large community events)



Ashes To Ashes Community Partners

- **✓** Arizona Department Health Services
- **✓ Tobacco Education Prevention Program**
- **✓** Southwest Dimensions, Inc.
- **✓** Tanner Community Development Corp.
- **✓** African American Churches
- **✓** Arizona Informant Newspaper
- **✓** Maricopa County Health Department
- ✓ AZ Healthlinks (Worksites, Smokefree Policy, Health & Wellness Programs)



- **✓** Association of Black Cardiologist
- ✓ African American Barber & Beauty Shops
- ✓ Black Nurses Association of Greater Phoenix
- ✓ African American Christian Clergy Coalition
- ✓ American Heart Association/Cultural Health Initiatives



Seven Communities In Phoenix

Bethesda Community Baptist Church
 Rev. James Preston
 Coordinator: Belinda Omari

◆ First Institutional Baptist Church (FIBC)

Rev. Dr. Warren Stewart

Coordinator: Leonard Caldwell

◆ First New Life Missionary Baptist Church Bishop Henry Barnwell Coordinator: Melonie Miller



♦ Greater Bethel AME Church

Rev. Clinton Stancil

Coordinator: Sandra Jackson-Davis

♦ Tanner Chapel AME Church

Rev. Dr. Benjamin Thomas, Sr.

Coordinator: Warren Landrum

♦ Greater Phoenix Urban League

George Dean, President/CEO

Coordinator: Kateri Davis

Arizona Opportunities Industrialization Center
 (OIC)

Gene C. Blue, President/CEO

Coordinator: Wanda Manning Rogers



Ashes To Ashes Statewide Coordination and Support

Tucson/University of Arizona

Prince Chapel AME

Rev. Lee May

Coordinator: Mauvolene Thomas

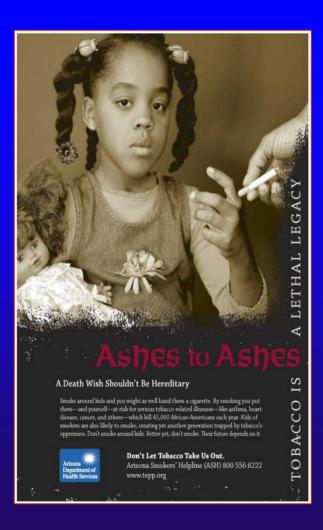
Flagstaff/Northern University of Arizona

Harbert Chapel AME

Rev. Terry Marks



Our Media Partner: Arizona Informant



- Records Black History
- Reaches more than 100,000 readers weekly
- Promotes Ashes To Ashes Campaign
- Provides media coverage for Ashes To Ashes Outreach Activities



Reaching Our Churches & Communities

- Community Health
 Fair Eastlake Park
- National Alcohol & Drug Addiction
 Recovery Celebration
- Youth Festivals
- Arizona Women's Health Week Governor's Luncheon

- ◆ FIBC Water Safety and Health Fair
- ◆ FOCUS TV Show
- Healthy Action On Jackson Health Fair
- Salvation Army's One Stop Over The Top Health Fair
- CHOICES Health Fair



Community Outreach Activity Pictures



For more information contact TCDC

(602) 253-6904

Thank You!